From: Tucker-Potter, Stacy
To: Monise Brabham
Subject: RE: Directory
Date: Wednesday, April 24, 2019 10:22:00 AM
Attachments: image001.png
image005.png

I have reached out to the individuals who would be able to answer that question. Since I haven't been involved in the previous conversations, I didn't want to assume it was covered without asking. I will let you know what I hear back. Thanks!

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Monise Brabham [mailto:RBrabham@publishingconcepts.com]
Sent: Tuesday, April 23, 2019 12:22 PM
To: Tucker-Potter, Stacy
Subject: Re: Directory

Hi Stacy,

I think I understand what you are hoping to accomplish. You would want each alumni to share the organizations they were a part of to reinforce their Truman experience. I got permission to print them from our earlier exchange but will need to see if we can include this in the scripting as a data collection field. Should I wait until you hear from your ITS to proceed?

Monise

Monise Brabham | Account Executive

Publishing Concepts
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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Tuesday, April 23, 2019 9:44:04 AM
To: Monise Brabham
Subject: RE: Directory

Monise,

Thank you for the clarification on that! I was curious how that could work, actually. As I mentioned, we do have involvement information. But I think the vision the Alumni Board had when they asked about this was if the alumni could include that information when they communicate with you to confirm their contact information. Part of the reason I see that working better than us just including the organization information is that our alumni are VERY involved. The lists could get quite extensive. And with that, not every club or organization someone was involved in would be a top tier, this is what I want to be known for kind of experience. If we had the opportunity for them to self-report, they would select the thing(s) that were the most meaningful to them. If we are not able to do the self-report method, I think it should work to include what we have on file, but that's a question I think I would also have to run by ITS in case there is a data issue that I'm not aware of.

Thanks!

STP

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Monise Brabham [mailto:RBrabham@publishingconcepts.com]
Sent: Wednesday, April 17, 2019 3:35 PM
To: Tucker-Potter, Stacy
Cc: Hughes, Ernie
Subject: Re: Directory

Hi Stacy,

Thanks for the clarification. It's very likely we can accommodate this request. So to confirm, you will be providing the clubs/organization information to us with the data you send for the project correct?

Monise Brabham
757-965-8165 Office
757-342-9677 Cell

From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Wednesday, April 17, 2019 10:21 AM
To: Monise Brabham
Cc: Hughes, Ernie
Subject: RE: Directory

Monise,

Thank you for your reply! The University is aware of what clubs and organizations individuals were a part of. Our goal with that portion wasn't so much data collection as it was including that information in the directory so others could see who was a part of what. So I'm understanding it's not possible to personalize what content we include? Is that correct?

STP

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Monise Brabham [mailto:RBrabham@publishingconcepts.com]
Sent: Monday, April 15, 2019 5:45 PM
To: Tucker-Potter, Stacy
Cc: Hughes, Ernie
Subject: Re: Directory

Hello Stacy,

As Dr. Hughes said, the directory has a Career Networking section. It is the last section in the book where respondents will be listed alphabetically by occupation code with two-character state abbreviation.
The actual employment data like their company name and job title will be included in the alphabetical biographical section so that there is a cross reference for more information.

We can include a non directory question in our post call survey. This would be the question asking them to list organizations they were a part of. This information won't be included in the book, but would be provided to you.

I hope that helps. Please let me know if you need anything else.

Monise

Monise Brabham | Account Executive

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Monday, April 15, 2019 2:55:03 PM
To: Monise Brabham
Cc: Hughes, Ernie
Subject: Directory

Hello Monise,

Dr. Hughes forwarded your contact information to me. I met with the Alumni Board of Directors this past weekend, and we updated them about the alumni directory that will be coming. They were interested in exploring options to customize the information in the directory, feeling this would increase the benefit of both participating in the directory and of purchasing a directory. Specifically, they wanted people to be able to include their current employment field/expertise as well as the organizations they were are a part of as students. From what I understand from Dr. Hughes, the career information is possible. Can you tell me if it is possible for them to indicate what organizations they were a part of? Could you forward me a sample directory entry to better understand what information is included and how that's laid out? I appreciate your help!

STP

Stacy Tucker-Potter ('02)
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